



December 2006

Metro News is proud to showcase the following achievements.

In Mastery, a dedication to personal excellence

Helen Nushis, Book Coordinator

Helen identified a major problem with some incorrect ISBN/EAN'ss we had submitted. She identified the problem and then took rapid action to rectify it saving us countless thousands of dollars in sales.

Thanks Helen

Norm Cormack, Merchandising Supervisor

Norm plays a vital role in keeping our merchandising system in check. I don't know how you do it but when someone calls in sick – you cover their calls no matter what. You work evenings and weekends just to get the job completed. In addition, your wife comes along to help – that's true dedication. Not only do you empathize with your staff and support them with an empathetic ear, you give them scope, confidence and pride for their job.

You are an asset to this company. Your hard work, dedication and commitment are a vital component of the fundamentals of Metro News forever evolving changes. Moreover, your knowledge in the book and magazine cycles help assist with the every growing Wal-Mart openings. I gravitate to you for assistance because I know you will be able to tell me when to expect the new Harlequin line and the next Best Seller. You fill us with knowledge on a weekly basis. If we forget what goes on the NRR, you always remind us with, "didn't you read your merch pack?"

Thanks Norm for all your assistance.

Shannah Taylor, Customer Service Representative

Shannah demonstrated an ability to work with the small convenience stores in order to improve the day-to-day operations. She specifically helped us at Adam's Groceries when we were being constantly shorted product on a weekly basis over a couple of months. She explained what was going on, and how the issues would be addressed, which they were promptly and professionally. We enjoyed working with her and hope to work with her in the future.

Thanks Shannah for all your hard work.

Domenic Mele, Credit Manager

Regarding the credit solution to issues surrounding cash collections at Esso, I want to state again how much we appreciate your efforts to get these programs functioning for both the Spinner Test Program and the other ESSO COSS locations. The turn around time, particularly for the Spinner test locations was exceptional. We asked you to step up and you have.

Again, thanks and the very best of the season!

In Chemistry, a dedication to teamwork

Andrew Gatt, National Account Manager

Who doesn't know Andrew Gatt? He is one of our most charismatic sales employees. Andrew works closely and diligently with our Distribution department to strive for a strong, fair business relationship, built on open communication and compromise.



Kevin Brooks, Sales Representative

Kevin Brooks did an outstanding job with the receiving and set up of the Costco magazine promotion in Newmarket. He used the personal relationships he had at the store level to get the product received and set up at an awkward time of the day. He had planogrammed the space the night before to save time and handling. As we were finishing, a senior executive from Costco, and all managers, were doing a store tour and made very positive comments about the set up.

Good timing and well done Kevin.

Tania Spencer, System Administrator

It is quiet in the land of the IT Department but I can always be assured Tania will always make the effort to say HI. Heads down, solemn work is taking place here ... until I come bouncing in. Tania over the years has lent her expertise in solving computer problems and adjusting your minor issues even when she is busy with her own work. She will make the time for you. I thank her for that because it has allowed me to get on with my own job in a timely fashion. I recognize Tania for her expertise in her field, empathy towards others and having a true and sincere interest to assist others. Flexibility, compassion and people skills are just some of the attributes of this extraordinary person.

Gena Lane, Sales Representative

Gena solves your problems as soon as possible. She is very sympathetic to your needs and problems. She is always there to help. She is always available. Gena goes above and beyond her job description.

Thank you Gena!

In Ingenuity, a dedication to continuous improvement

Dave Igras, Regional Sales Manager

Earlier this month we had set out with the opportunity to "pre-sell" Valentine balloons (the larger and more expensive singing and the Garland). Dave and Bruce quickly requested changes to the displays to hold more inventory; which was as quickly accommodated. Dave and Bruce designed a competitive program with their teams that was measured against the total number of balloon racks per store in their respective territories. Through this program they effectively directed and encouraged their teams to pre-sell an outstanding average of 7 displays per store up to and above 15 displays in the large formats! The total sales for this initiative will net us over \$50,000 (close to 35% of a years normal sales)!

Dave and Bruce did an outstanding job in creating and subsequently driving this program's success with their teams.

Bruce Prockter, Regional Sales Manager

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Karen & Melissa Pelley, Merchandisers

Karen & Melissa are a mother & daughter team. They work together even if they have different stores to complete. If one is finished first, the other will go over and lend a hand until the job is completed. They take the initiative during short weeks (due to Holiday Schedules) to work either in the wee hours of the night or start every day at 5 am. I caught them at Wal-Mart Bolton in the evening during a short week – they started their day at 5 a.m. – It was now 8 p.m. They committed to 2 other Wal-Marts the next day so they needed to finish their own weekly work. Now when I say “Caught” it is in reference to trying to catch up to these ladies. They are quick, by the time you reach the store to meet up with them, they have already done a Wal-Mart, a Canadian Tire, a Pharmx Rexall and they are back in Brampton doing a Zellers. I guess I have to get up at 5 a.m. just to see them. Commitment, passion and dedication can only describe their mojo. They do have a deep understanding of the value of positive change and the daily challenges that do occur. They meet every deadline and go over and above what is expected. They strive to always succeed by executing, developing and delivering every job asked of them. I commend these 2 ladies and at least a thank you.

